

# A Study on the Purchase Behavior and Cosmetic Consumption Pattern among Young Females in Bathinda (Punjab)

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## ABSTRACT

This study was carried out to examine consumption behaviour of young females and their attitudes towards cosmetics in Bathinda, Punjab. This research focuses on the different marketing variables affects the female cosmetic consumption as well as their decision making process for purchasing the cosmetic products. This study also explains to some extent the influence of customer decision making process in purchasing the dermaceutical products in Bathinda, Punjab. The target sample was between the age group of 15 years to 35 years females and those who are living in in Bathinda, Punjab. This study may also help various cosmetic companies to formulate their strategies for marketing the cosmetic products. Primary data was obtained through questionnaire. The results were analyzed through.

**Keywords:** Cosmetic market, Dermaceutical market, Female consumption behaviour, Consumption pattern, Skin care products.

## I. INTRODUCTION

The concept of beauty and cosmetics is an ancient as mankind and civilization women are obsessed with looking beautiful. So they use various beauty products that have herbs to look charm and young. Indian herbs and its significance are popular worldwide. Herbal cosmetics have growing demand in the nature. There are a wide range of women around the world. The Indian cosmetics industry has a plethora of herbal cosmetics brands like Himalaya Herbal, Lotus Herbal, Khadi Herbal, and many more adding to the list. The Indian cosmetics market is defined as skin care, hair care, color cosmetics, fragrances and oral care segments. It's worth US \$19.3 billion in 2014 and is expected to grow at 15-20 % according to the analysis of this sector. Today awareness of beauty products, treatment, fashion and grooming are very high.

### Statement of the problem

Consumers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Consumers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate target in finding out what customers are aware off and their attitude and there by offering products according to this needs will help the industry stake holders to enrich their customer experience and accelerate growth of the market. The process that turns marketing plans into marketing actions In order to fulfill strategic marketing objectives it is called marketing plan but most of the markets are still challenged by their marketing. Hence this research aims to explore the consumer's awareness and attitude preference towards herbal cosmetic products with special reference to Bathinda city.

## II. LITERATURE REVIEW

The researcher made an attempt to collect information from the prior researches and relevant studies conducted in the area of Cosmetics and consumer behavior so that the important variables for the study could be identified and analyzed. The review of literature has been presented in a summarized and precise manner.

**Anitha (1994)** has stated that the most prominent reason for using the cosmetics by men and women is to enhance their appearance. Not only cosmetics help to beautify their face but also help them to maintain personal cleanliness. **Ubakaraselvam (1997)** has made an attempt to study the marketing of select cosmetics in Nilakottai Taluk. In his findings he has stated that the majority of the consumers buy only a particular brand of cosmetics for their entire family. **An article in "Indian Journal of Marketing (2000)"** entitled "**Cosmetology – A new science**", states that "**cosmetics**" covers not only decorative preparations such as lipsticks, rouges and powders but also such articles as dentifrices and shaving preparations, which are very necessary for personal hygiene and cleanliness. The author has stated that there are three types of cosmetics available to the users. They are (i) Skin Care Cosmetics (ii) Hair Care Cosmetics and (iii) Make up cosmetics. All the three cosmetics are having good markets. So the personal care industry will be having a bright future. It is likely that many more small and big companies will be started. **An article in "Indian Journal of Marketing (2002)"** entitled "**Home makers Awareness about cosmetics,**" has stated that most of the cosmetics were known to majority of the homemakers. All the homemakers were fully aware of bath soap, hair oil, shampoo, cream, body talc, nail polish, toothpaste - as these have become the necessities of life, instead of being mere basis for beautification. There is an awareness which attributes to the fact that these toiletries are the part and parcel of our daily hygiene. The awareness regarding advertising effectiveness has increased in India because of economic and social development and competition among different product vendors. **Consumer Behavior by Bitta and Della (2004)** proposed that consumer behavior studies play an important role in deciding marketing segments and marketing strategies. The authors recommended that consumer is often studied because certain discussions are significantly affected by their behavior or expected actions. For this reason such consumer behavior is said to be an applied discipline. Such applications can exist at two levels of analysis. Market segmentation, consumer decision making and buying behavior is considered as core marketing activities in designing effective marketing strategies. **Carter (2005)** has observed that all the important psychological motives for advertising cosmetics products. He listed the various psychological motives such as money, variety, acquisitiveness, rivalry, comfort, adornment, cleanliness, companionship, amusement, sensual gratification, construction, aggrandizement, mental culture, affection, social achievement, ambition, inhibiteness, reverence, romance, aesthetic taste, sex, imitations, curiosity, self preservation, sympathy, gratitude, patriotism and so on. These motives will naturally induce consumers to purchase more cosmetics and the demand will be increased. **Consumer Behavior by Lazar and Schiffman (2006)** suggested consumer behavior as individual differs as from group. The family decision for a purchase decision is entirely different from individual decision making. The authors discussed various variables that affect consumer purchase decision. The book focused on family life cycle and various needs of consumer during different life stages. The family decision making process as a group decision making is elaborated and it is recommended to segment the market according to family need hierarchy. **Consumer Behaviour by Hawkins, Best, Coney and Mokherjee (2007)** discussed various factors affecting consumer behavior for buying such as demographic and social influences (family and household), group influence, impact of advertising and internal influences (learning, perception, attitude etc.). The book elucidated the topics such as types of consumer decisions, purchase involvement and product involvement. The book also emphasized on information search process and various ways for providing relevant information to the consumers are recommended in this study. The book also emphasized on individual judgment and proposed that the ability of an individual to distinguish between similar stimuli is called sensory discrimination which could involve many variables related to individual preferences. **Chiang, Chang-Tzu Chiang, Chen Yu (2010)** explored the attribute, result, and value attached importance by female consumer towards cosmetic products, in order to realize consumer's cosmetics application process. According to the author significant difference is shown between consumers of different lifestyle towards attribute, result, and value. While the product attribute - result - value attached importance by consumers of different demographic variance will not vary on account of age, education degree, occupation, marital status, and shopping information sources. **Isa Kokoi (2011)** stated that 20-35 and 40-60 year-old women were rather similar in terms of the factors affecting their buying behavior related to facial skin care products. However, some differences were also found for example in the decision-making process. Regarding the attitudes toward the use of natural ingredients in facial skin care products, differences were found between different demographic groups. **Mukherjee (2012)** conducted a study entitled 'Impact of celebrity endorsement on brand image'. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match. **Kumar, John and Senith (2014)** studied and analyzed demographic characteristics: gender, marital status, age, occupation, monthly income level. They also found significant differences in Income level by the different brand dimensions like social, culture and no statistically significant difference was found in dimension of Personal and psychological. They also found that every person plays multiple roles in their daily life, professional role or social role. Each of these roles has a certain effect on consumers buying behavior. Each role has a particular status in society and consumer behavior is considerably depended on the status factor. **Kajapriya, Surya (2015)** attempted to reveal the women consumers preference, satisfaction and Attitude towards the cosmetic products, Factors influencing and Impact of media which permit the women consumers to buy the cosmetic products. It also revealed the fact that there is a significant difference in the ranks provided by respondents to the Statement related to cosmetic products. Product modification or change in product design or enriching the quality of the cosmetics which retain the loyal customers of that particular

cosmetic brand would be beneficial. Classy promotional mix can facilitate in drawing customers with regular offers which should also come up with the new trend. Irrespective of age, women consumers prefer the cosmetic products, so the producers could target all age category of consumer's to prop up their products.

### III. NEED OF THE STUDY

Earlier woman were largely confined within the four walls of house and their duty merely confined to taking care of children and home. They didn't have the time and urge to look after their looks and appearance. But now the women are moving ahead and taking responsibilities of both home and outside home. This has made women more conscious towards beauty as they have to compete with the growing demands of society. There by waiving a big market for cosmetic products.

### IV. METHODOLOGY

#### Objectives:

- A) To find out the most preferred place of purchasing a cosmetic product by female cosmetic consumers.
- B) To find out the importance of physical appearance in the mind of female cosmetic consumers.

**Sample size and Population:** The sample taken was between the age group of 15 years to 35 and above years who are living in Bathinda, Punjab. A total sample of 100 was collected.

**Instrument:** The questionnaire is used as an instrument for collecting the data and it contain 15 close ended questions.  
Demographic Profile of Respondents

Characteristics	Categories	Number	Percentage
AG	15-20	15	15%
	20-25	20	20%
	25-30	25	20%
	30-35	25	20%
	35 & Above	15	15%
	<b>Total</b>	<b>100</b>	<b>100</b>
Marital Status	Unmarried	40	40%
	Married	60	60%
	<b>Total</b>	<b>100</b>	<b>100</b>
Education Post Graduate Others	Primary School	5	5%
	High School	5	5%
	Graduate	38	38%
		32	32%
		22	22%
	<b>Total</b>	<b>100</b>	<b>100</b>
Occupation	Student	22	22%
	Housewife	10	10%
	Govt. Service	11	11%
	Women Entrepreneur	17	17%
	Private Service	25	25%
	Professionals	8	8%
	Any other	7	7%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Monthly Income	Low	13	13%
	Medium	64	64%
	High	23	23%
	<b>Total</b>	<b>100</b>	<b>100%</b>

#### Preferred Places for Purchase of Cosmetics

### V. FINDINGS

The findings of the study revealed that:

## **VI. RECOMMENDATIONS**

The price of the herbal cosmetics product can be reduced which would attract more customers.  
 The manufacturers could reduce the chemical combination in the herbal cosmetics products.  
 The manufacturers can conduct a survey for knowing the consumer need.  
 Window display is also an attractive method for attracting the minds of the people, especially the

## **VII. CONCLUSION**

In this research study, the research has explored that majority of the population of Punjab state is not covered under any life insurance policy. People are still avoiding purchasing life insurance policies. Even the level of awareness regarding different life insurance policies is very low among the respondents. Majority of the population is not aware and familiar with the terms and conditions of different life insurance plans. It is also explored that education plays a vital role in purchasing of life insurance policies. It is scientifically proved that there is a relationship between buying decisions and education. There is a very large part of the market is still untapped in insurance industry in Punjab. Scope for insurance industry in Punjab is very wide.

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